

tended past prime time (11 p.m. NYT) or were delayed locally and shown in other dayparts. ABC includes the ratings for these runovers and DB's (delayed broadcasts); CBS does not.

In addition, CBS excluded the 10:30-11 p.m. segment of the special *Viewpoint* discussion program that ABC presented immediately following *The Day After*, its high-rated television movie about nuclear holocaust (BROADCASTING, Nov. 28, 1983). CBS researchers said they excluded *Viewpoint* because it was a network-sustaining program, a category normally not rated. (Even if they had counted it, they said, CBS affiliates still would have won the sweeps "by a little bit" in the CBS calculation of the results.)

ABC researchers said they counted *Viewpoint* because, although network sustainers are not usually rated, sustainers on the sta-

tions are.

ABC's calculations showed ABC affiliates in first place in 61 markets, more than in November 1982; CBS affiliates first in 72, down from 91 a year earlier, and NBC affiliates first in 14, unchanged from November 1982 (figures include ties). ABC also said its count showed 133 ABC affiliates increased their household delivery over November 1982 levels, as compared with gains by 42 CBS affiliates and 65 NBC affiliates.

CBS's calculations, using a split-point system for ties, showed that in the 146 markets where all three networks have affiliates, the CBS affiliate was in first place in 71.5 markets, the ABC affiliate first in 62.5 and the NBC affiliate first in 12. CBS also showed year-to-year gains for CBS affiliates in 57 markets, for ABC affiliates in 144 markets and for NBC affiliates in 66 markets.

The closeness of the outcome surprised

researchers because in national ratings for the sweeps period, CBS led by more than a rating point. It was not the closest sweeps results of 1983, however. In the May measurements, the race was so tight that all three networks calculated the order of finish differently (BROADCASTING, July 4, 1983).

The chart beginning on page 178 was developed by BROADCASTING from compilations of Arbitron market-by-market reports by CBS and ABC researchers, as indicated. Household numbers are in thousands (add 000) per average quarter hour, covering only the networks' prime time schedules. Bold-face numbers indicate market winners. A dash (—) indicates no primary affiliate in the market. An asterisk indicates a new station in the market, or an affiliation change between November 1982 and November 1983 sweeps. The 1983 sweep period was Nov. 2-29. □

ABC's regular series lift it to victory

With exceptionally strong performances by several of its regular series, ABC-TV was the runaway winner of the prime time ratings for the week ended Feb. 5, the 19th week of the 1983-84 season. ABC's average Nielsen rating/share, 19.6/30, was 3.4 rating points ahead of second-place CBS, whose 16.2/25 was a bare two-tenths of a rating point ahead of NBC's 16.0/24. It was ABC's fifth weekly win of the season, against 14 for CBS.

ABC won Wednesday, Saturday and Sunday nights and was second on all of the others. NBC won Monday and Tuesday and was second on the nights that ABC won. CBS won Thursday and Friday and was third the rest of the time.

ABC won each prime time half-hour on Wednesday and again on Saturday. On Wednesday, ABC's *Dynasty* produced a 25.4/38 to rank third for the week, while *Hotel* (23.3/40) took eighth place and *Fall Guy* (22.0/33) ranked 10th. On Saturday, a two-hour special presentation of *Love Boat* (21.4/35) ranked 12th for the week.

On Friday, although CBS won it, ABC's *Webster* (21.1/33) and *Matt Houston* (18.3/31) produced their highest ratings of the season, and *Benson* (19.6/32) came in with its second highest. CBS won the night with strong time-period wins for both *Dallas* (26.7/41) and *Falcon Crest* (21.7/37). NBC's new *Legmen*, *Master* and *The New Show* weren't in it, averaging 7.9/13.

CBS's regular lineup also produced that network's Thursday win, with *Magnum P.I.* earning 23.6/34, *Simon & Simon* 22.7/33 and *Knot's Landing* 20.1/33. During the first two hours, a repeat of the ABC movie, "Grease," generated 19.7/28, well ahead of NBC's regular lineup, but in the final hour NBC's *Hill Street Blues*, with 19.1/31, easily

outdistanced ABC's *20/20* for second-place. *20/20* had a 15.5/25.

Sunday, which goes to CBS more often than not, went to ABC on the strength of period-winning performances of *Hardcastle & McCormick* (20.1/28) and a special movie presentation of *My Mother's Secret Life* (25.1/36). CBS's *Four Seasons*, which in a special one-hour premiere the week before had scored a 22.3/31, dropped to 17.5/25 in its first appearance in its half-hour format, losing more than seven rating points of the 25.0/37 delivered to it by *60 Minutes*. And a CBS special movie presentation, the award-winning "Chariots of Fire," lost much of the lead-in that *Four Seasons* delivered, ending with an average of 11.8/17. The theatrical blockbuster, "On Golden Pond" (25.2/37), which ranked fourth for the week, helped NBC to a second-place finish on Sunday.

The week covered the first five days of the February local sweeps period. For those days the Nielsen national averages were: ABC 20.3, CBS 16.3 and NBC 14.4.

For the season to date, the averages now are CBS 18.1, ABC 17.2 and NBC 15.1.

Outside of prime time, *CBS Evening News* continued to lead in the news race with a 14.3 average for the week, followed by *NBC Nightly News* at 11.4 and ABC's *World News Tonight* at 11.2. In daytime programming for the week ended Jan. 29 (the latest for which ratings were available) CBS led with 7.7 to ABC's 7.3 and NBC's 5.5. In early morning the latest ratings, for Jan. 23-27, showed ABC's *Good Morning America* ahead for its 104th consecutive week, with a 5.5/24, and with NBC's *Today* gaining again over *CBS Morning News*. *Today* had a 4.3/19 for the week and *CBS Morning News* a 3.7/16. □

Rank □ Show □ Network □ Rating/Share

1.	Dallas	CBS	26.7/41
2.	A Team	NBC	25.5/37
3.	Dynasty	ABC	25.4/38
4.	On Golden Pond	NBC	25.2/37
5.	My Mother's Secret Life	ABC	25.1/36
6.	60 Minutes	CBS	25.0/37
7.	Magnum, P.I.	CBS	23.6/34
8.	Hotel	ABC	23.3/40
9.	Simon & Simon	CBS	22.7/33
10.	Fall Guy	ABC	22.0/33
11.	Falcon Crest	CBS	21.7/37
12.	Love Boat	ABC	21.4/35
13.	Webster	ABC	21.1/33
14.	Knots Landing	CBS	20.1/33
15.	Riptide	NBC	20.1/30
16.	Hardcastle & McCormick	ABC	20.1/28
17.	Three's Company	ABC	19.9/29
18.	Most Beautiful Girl	NBC	19.8/29
19.	Grease	ABC	19.7/28
20.	AfterMASH	CBS	19.7/27
21.	Benson	ABC	19.6/32
22.	Knight Rider	NBC	19.5/27

Rank □ Show □ Network □ Rating/Share

23.	Newhart	CBS	19.4/27
24.	Hill Street Blues	NBC	19.1/31
25.	When She Says No	ABC	19.1/28
26.	TV Bloopers	NBC	19.1/27
27.	Scarecrow & Mrs. King	CBS	18.8/28
28.	Real People	NBC	18.4/28
29.	Facts of Life	NBC	18.4/27
30.	Matt Houston	ABC	18.3/31
31.	Hart to Hart	ABC	18.2/30
32.	Oh Madeline	ABC	18.2/27
33.	T.J. Hooker	ABC	17.7/30
34.	Four Seasons	CBS	17.5/25
35.	Roulets, Bleeps, Blunders	ABC	17.0/25
36.	Diff'rent Strokes	NBC	16.8/28
37.	Remington Steele	NBC	16.8/28
38.	Silver Spoons	NBC	16.4/27
39.	Night Court	NBC	16.1/24
40.	Ripley's Believe It Or Not	ABC	16.0/24
41.	Dukes of Hazzard	CBS	15.9/25
42.	Happy Days	ABC	15.8/22
43.	20/20	ABC	15.5/25
44.	Mike Hammer	CBS	15.2/26

Rank □ Show □ Network □ Rating/Share

45.	That's Incredible	ABC	15.0/21
46.	Master of Ballantrae	CBS	14.8/22
47.	Airwolf	CBS	14.5/24
48.	Gimme A Break	NBC	14.1/21
49.	Blue Thunder	ABC	13.3/21
50.	St. Elsewhere	NBC	13.1/22
51.	Cheers	NBC	13.1/19
52.	Emerald Point, N.A.S.	CBS	12.3/19
53.	Chariots of Fire	CBS	11.8/17
54.	Family Ties	NBC	11.6/17
55.	We Got It Made	NBC	11.4/19
56.	Mama's Family	NBC	11.3/18
57.	Buffalo Bill	NBC	11.2/16
58.	Hollywood's Mysteries	NBC	10.4/18
59.	The Final Conflict	CBS	10.2/16
60.	Master	NBC	9.4/15
61.	Empire	CBS	9.0/14
62.	Whiz Kids	CBS	7.7/13
63.	Legmen	NBC	7.5/12
64.	New Show	NBC	6.8/12
65.	First Camera	NBC	5.7/8